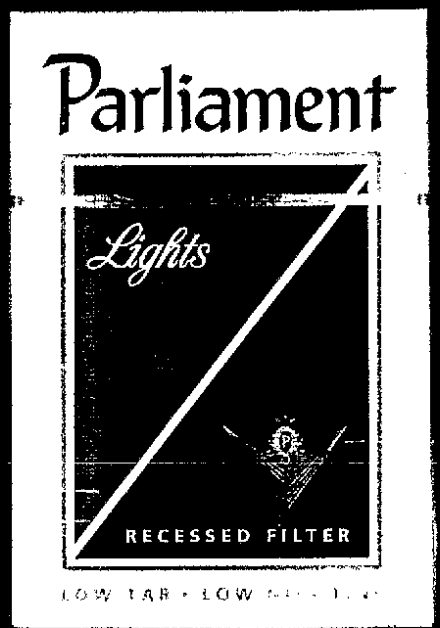
PARLIAMENT PACK TEST

October, 1994

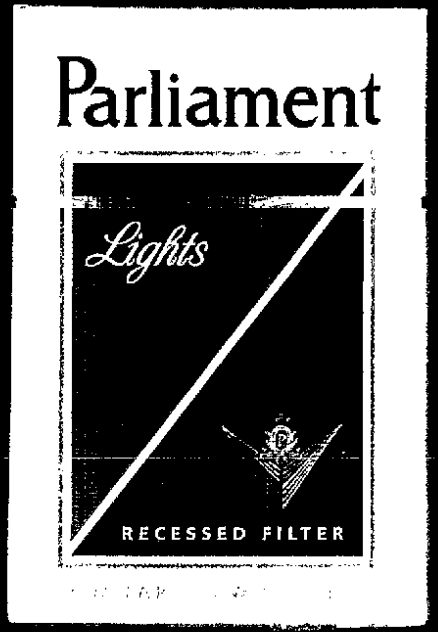
2071454818

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

CURRENT PACKING



NEW PACK/OLD LETTERING



NEW PACK/NEW LETTERING

2071454819

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS

- Overall, the Current Pack and New Pack/Old Lettering designs performed at parity. The New Pack/New Lettering configuration performed the poorest in all scenarios.

- Among total Parliament smokers, the Current and New Pack/Old Lettering designs evoked parity preference. Approximately one-third said they liked each "very much".

- Competitive smokers were most likely to rank the New Pack/Old Lettering configuration first. The Current Pack evoked significantly fewer "first" rankings, despite the fact that comparable percentages liked both of the packs "very much".

2071454820

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS (CONT'D)

- Male Parliament smokers ranked the Current Pack marginally higher than the New Pack/Old Lettering version, while both were ranked significantly higher than the New Pack/New Lettering design. Male Competitive smokers were equally likely to rank the Current and New Pack/Old Lettering designs number one with significantly fewer selecting the New Pack/New Lettering as their first choice.

- Female Parliament smokers expressed a small numerical preference for the New Pack/Old Lettering design compared with the Current Pack. Among female Competitive brand smokers, the New Pack/Old Lettering was significantly preferred to the Current Package with the New Pack/New Lettering a significantly distant third choice.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS (CONT'D)

- Among younger adult smokers (18 - 34), the Current Package evoked slightly greater preference than the New Pack/Old Lettering version in the Parliament smoker cell. However, the opposite is true within the Competitive smoker group. Nevertheless, both designs elicited significantly greater preference than the New Pack/New Lettering alternative within both Parliament and Competitive smoker groups.

- Older participants showed preference for the New Pack/Old Lettering format, the difference versus the Current design being marginal among Parliament smokers and significant among Competitive brand smokers. In both subgroups, older smokers showed significantly lower levels of preference for the New Pack/New Lettering version.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS (CONT'D)

- Reasons for preferring each pack *first* suggest smokers are primarily influenced by the lettering and secondarily by the color of the pack.

- Reasons for preferring each pack *last* suggest smokers find the Current Pack "too simple" and "too dark". They also consider the New Lettering "too plain".

- Significantly more smokers "very much" liked the style of lettering used on the Current and New Pack/Old Lettering designs than on the New Pack/New Lettering design. This preference is evident among both Parliament and other brand smokers in total, and generally follows suit among the subgroups. However, older smokers tended to "very much" like the lettering on all three packages at parity.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS (CONT'D)

- Attribute profiles of the three designs suggest that the Current Package design is most often perceived as traditional, established, old-fashioned, boring, masculine and unattractive by both Parliament and Competitive smokers. Both Parliament and Competitive smokers most often characterized the New Pack/Old Lettering design as classy looking, eye-catching, elegant, modern, feminine, trendy and innovative.

- Both males and females within Parliament and Competitive subgroups were more likely to consider the Current Package masculine and the two alternatives feminine. Furthermore, the Current Pack was the least likely of the three designs to be perceived as for young adults.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

SUMMARY OF FINDINGS (CONT'D)

- Both Parliament and Competitive smokers felt that the cigarettes in the two New packages would be less strong than those in the Current Package. All smokers expected the cigarettes in the New packages to be smoother and lighter than those in the Current Package. Additionally, the New Pack/Old Lettering design was more effective than the New Pack/New Lettering version in evoking flavor.

- In evaluating the packages themselves, Parliament smokers expressed equally positive reactions to the blue rectangular designs and lettering styles of the Current and New Pack/Old Lettering versions. However, greatest preference was shown for the crest on the New Package/Old Lettering variation. Competitive smokers reacted most positively to the blue rectangular design and crest of the New Package designs. Still, this group expressed parity preference for the lettering used on the Current and New Pack/Old Lettering designs.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

CONCLUSIONS

- Smokers failed to react favorably to the New Lettering design. Current Parliament smokers expressed parity preference for the Current and New Package/Old Lettering designs while Competitive brand smokers were most likely to make the New Package/Old Lettering version their first choice.

- Parliament smokers, males and those ages 18 - 34 showed marginal preference for the Current Package. In contrast, females and older smokers expressed partiality for the New Package/Old Lettering variation. For Competitive smokers, preference for the New Package/Old Lettering was also traced to females and older smokers.

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

CONCLUSIONS (CONT'D)

- Package preference was driven primarily by lettering design and secondarily by color. Those rejecting the Current Package most often complained it is "too simple" and "too dark".

- Both New Packages implied a "less strong", "lighter" cigarette than the Current Package. The new designs were more effective in conveying "smoothness" than the Current Pack.

- Direct reactions to the packages suggest preference for the crest of the New Package along with the lettering of the Current Package. There was no clear preference for either blue rectangular designs among Parliament smokers, while Competitive smokers preferred the new blue rectangular design.

2071454827

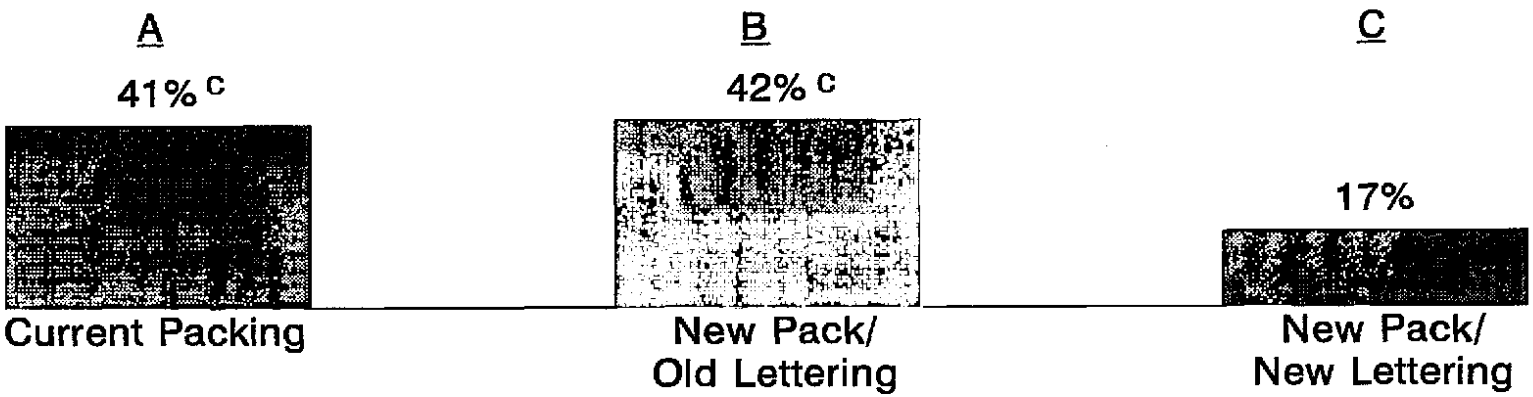
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

RANKING OF PACKS

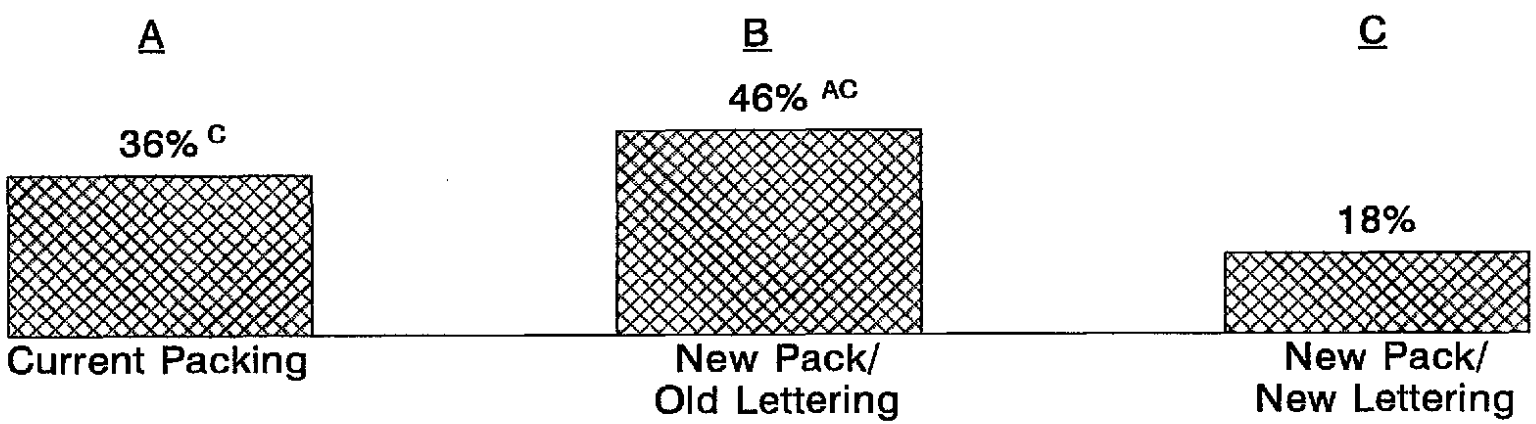
Total

(% Ranked First)

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454828

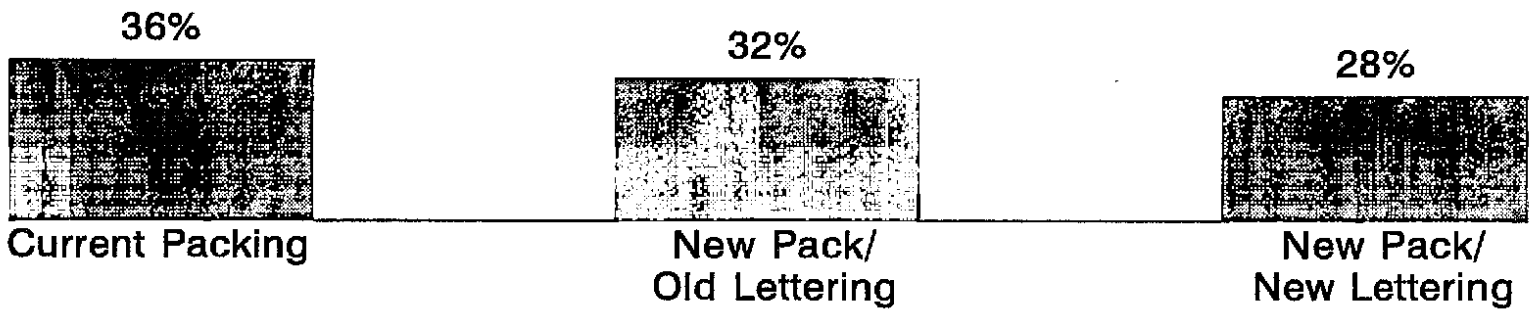
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OVERALL OPINION OF PACKS

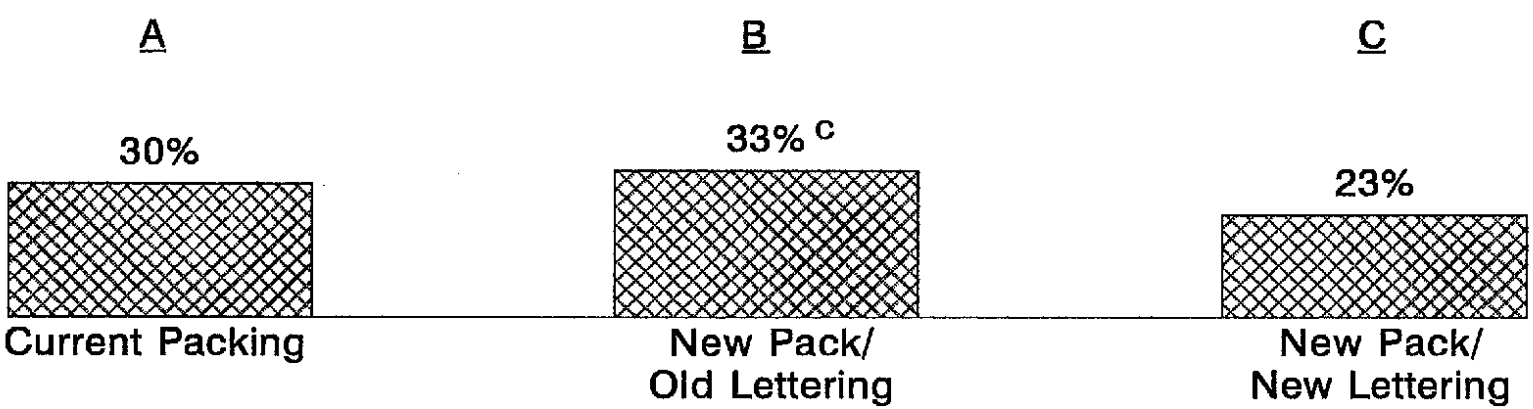
Total

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454829

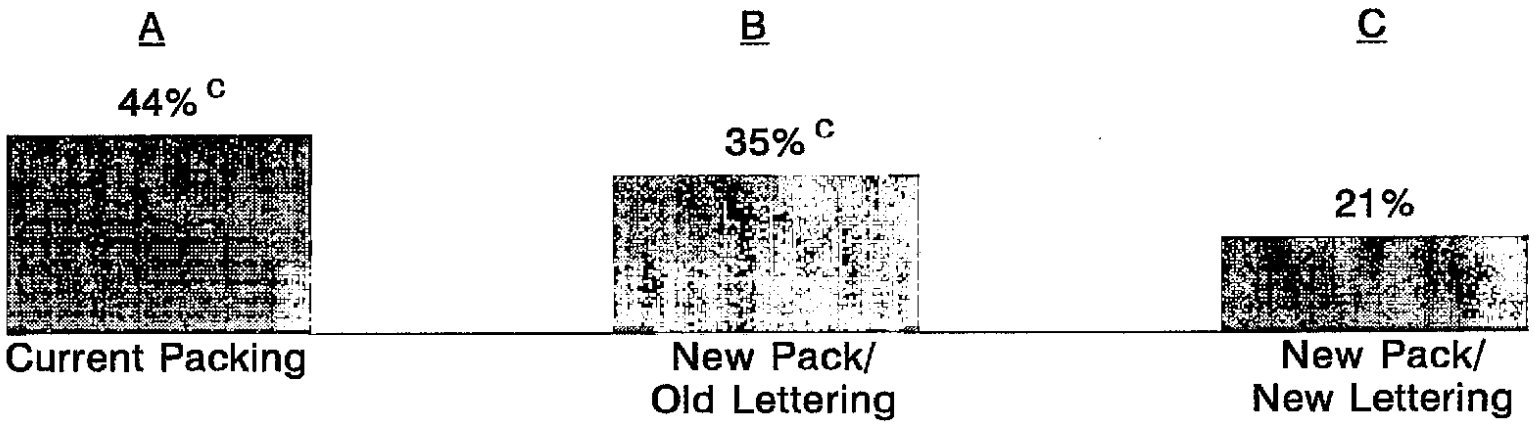
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

RANKING OF PACKS

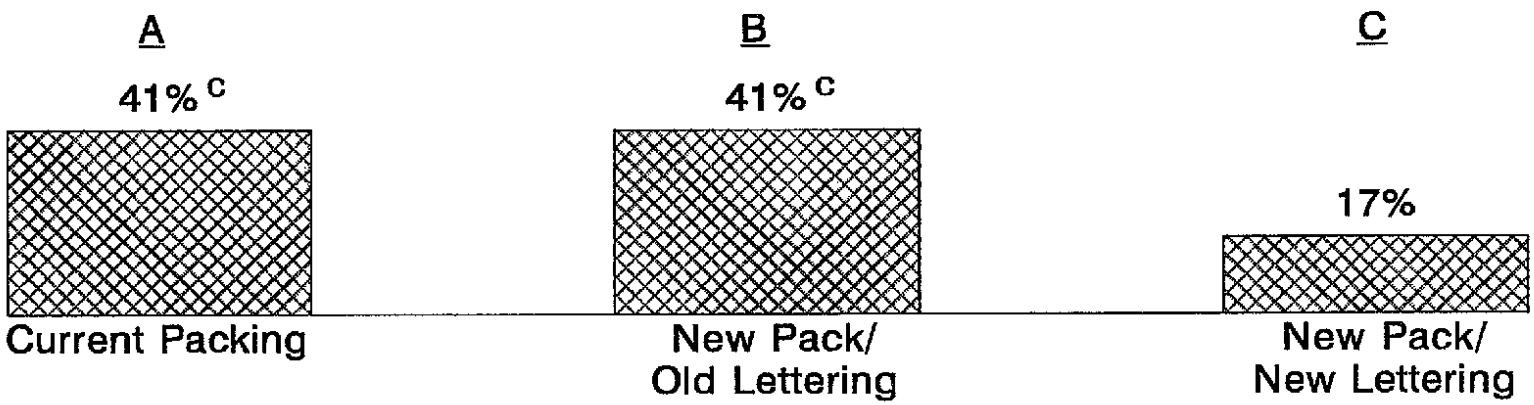
Male

(% Ranked First)

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454830

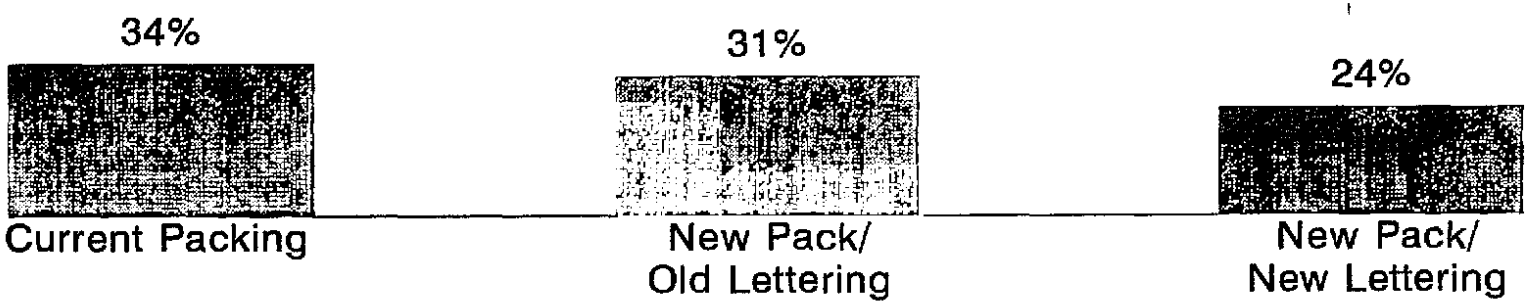
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OVERALL OPINION OF PACKS

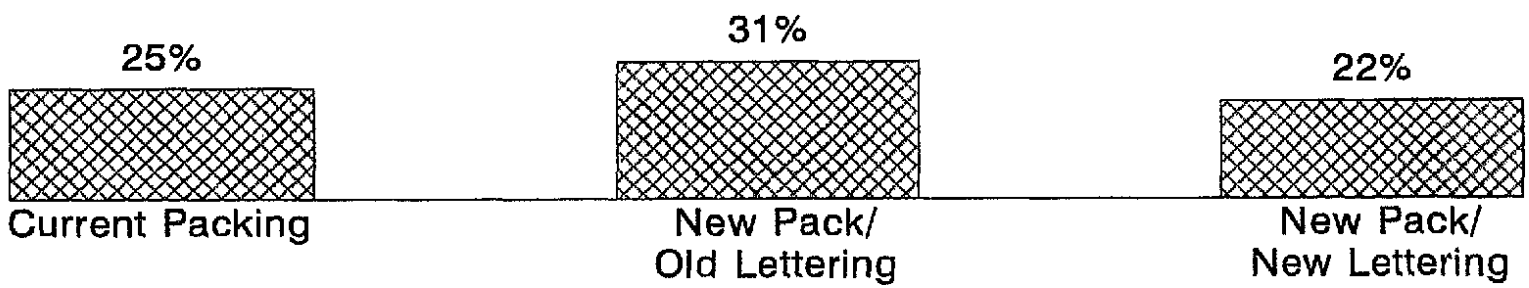
Male

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454831

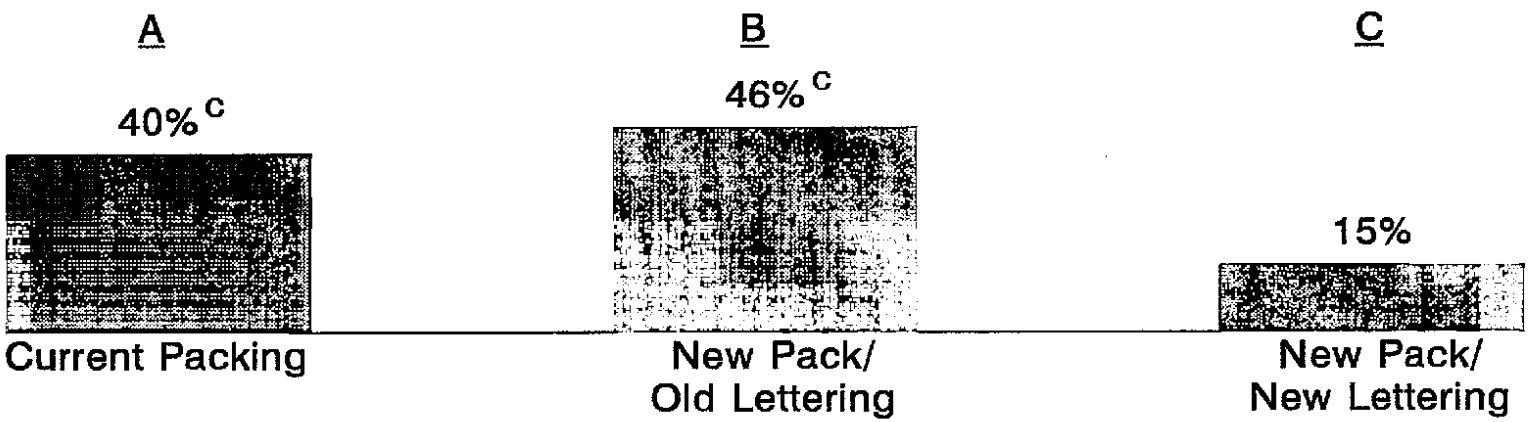
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

RANKING OF PACKS

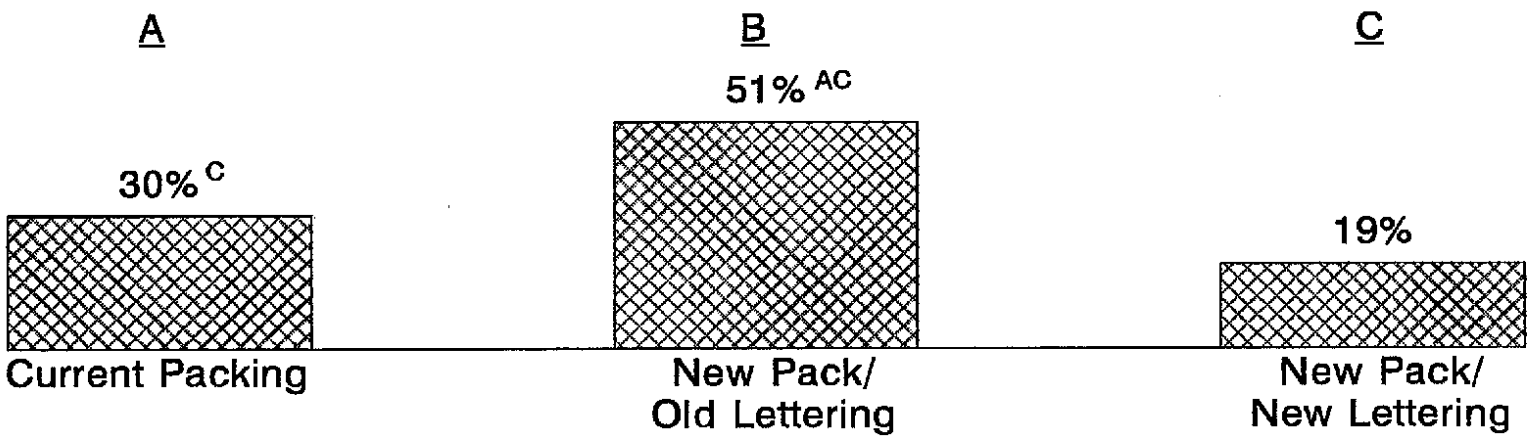
Female

(% Ranked First)

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454832

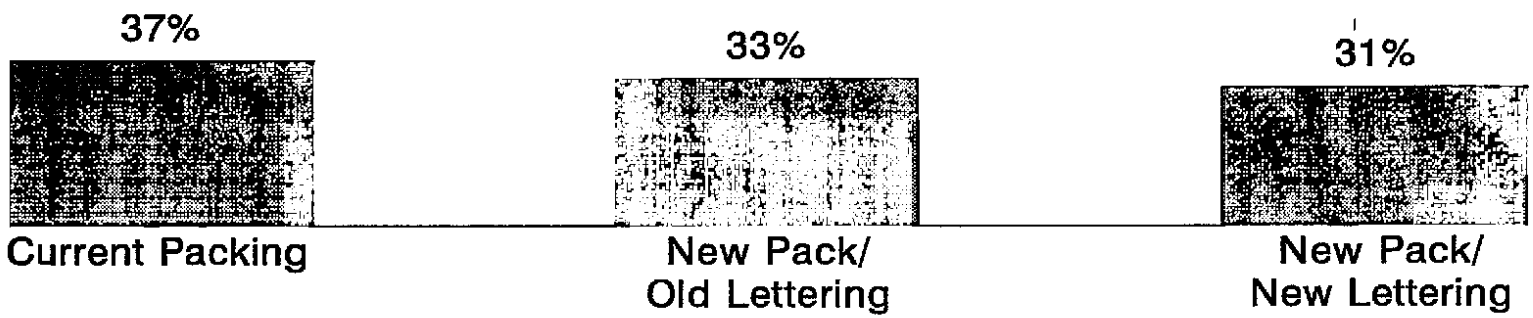
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OVERALL OPINION OF PACKS

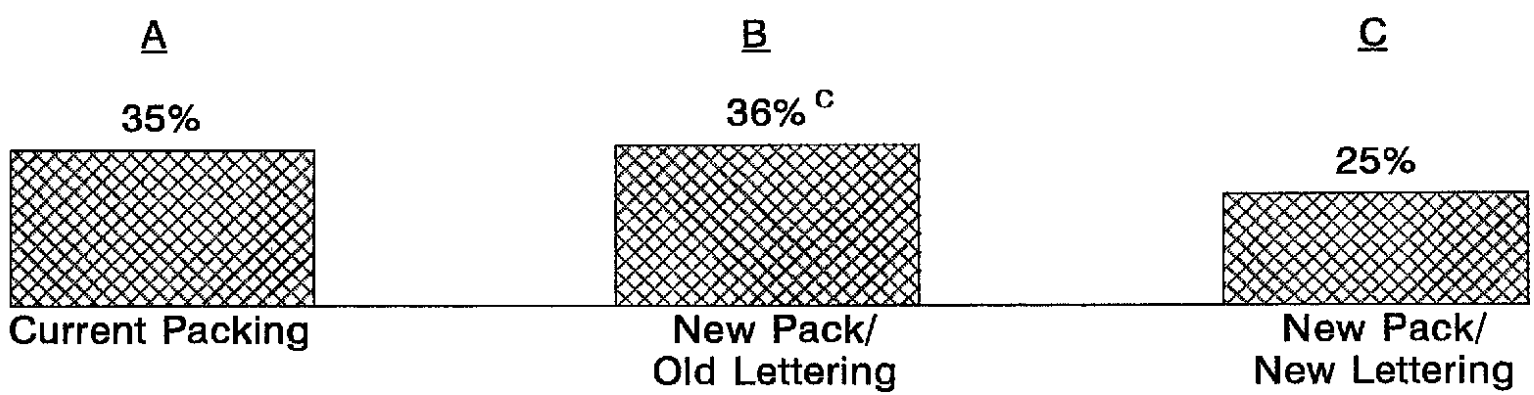
Female

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454833

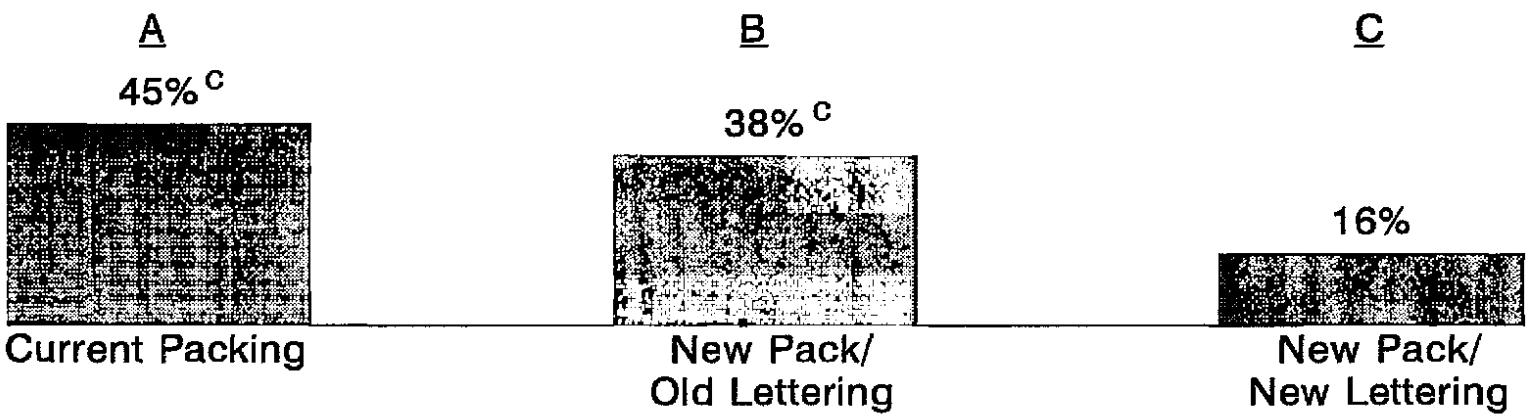
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

RANKING OF PACKS

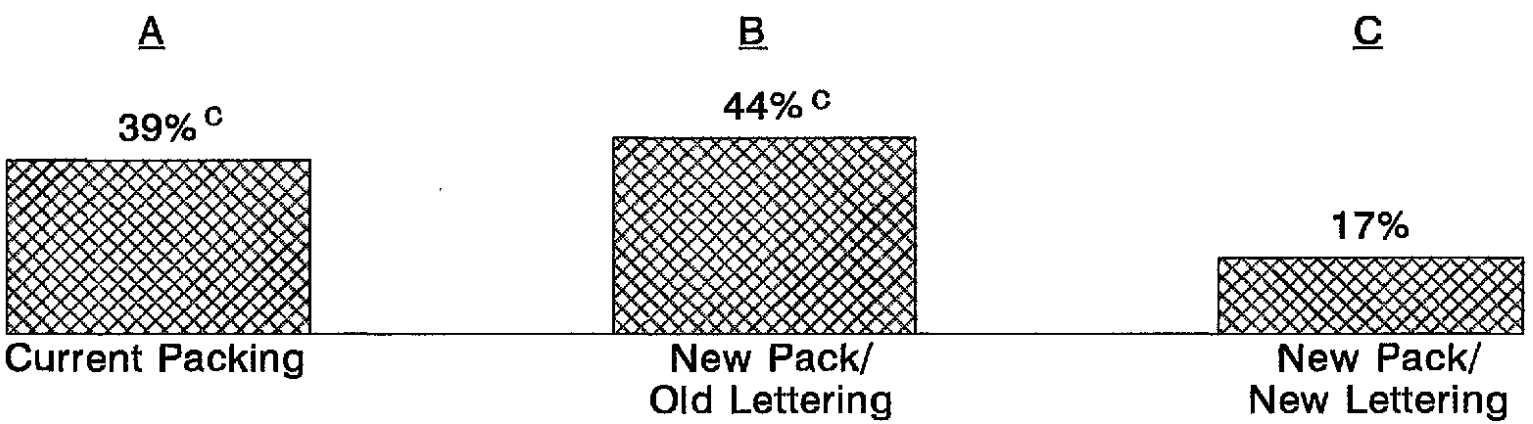
18 - 34

(% Ranked First)

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454834

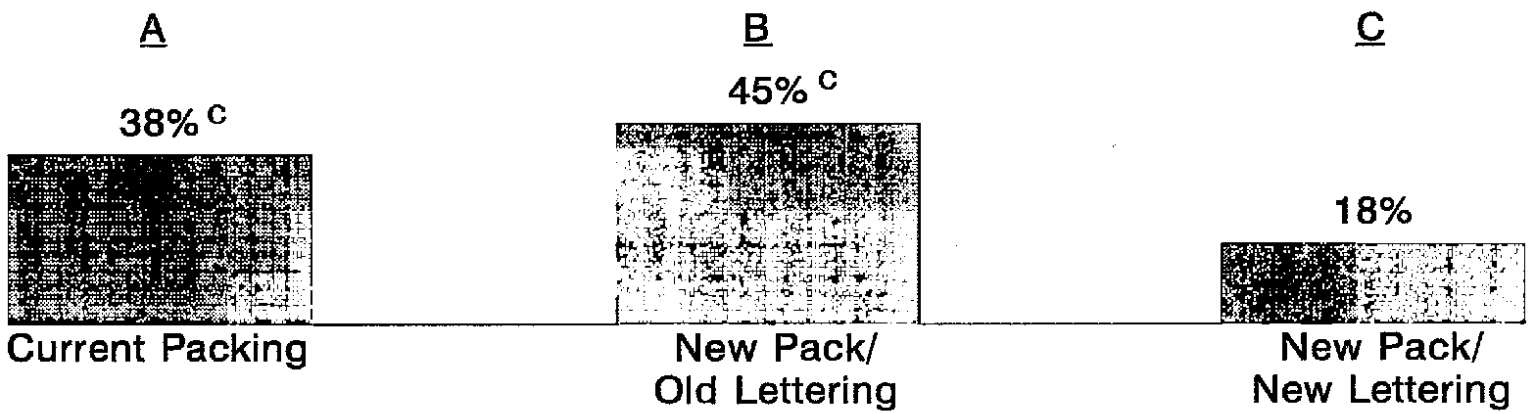
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

RANKING OF PACKS

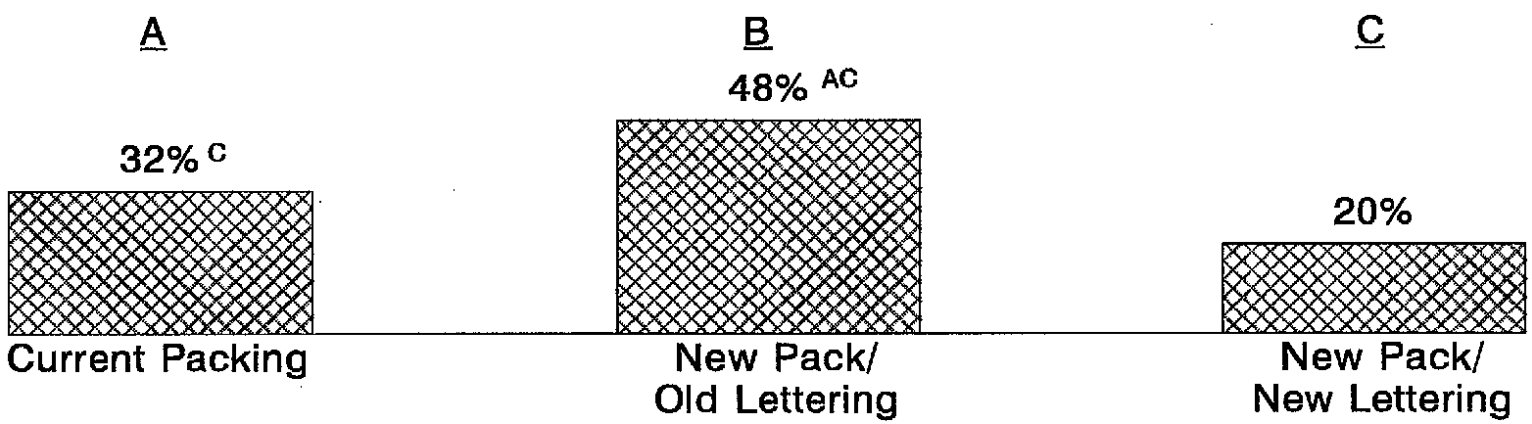
35 - 64

(% Ranked First)

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454835

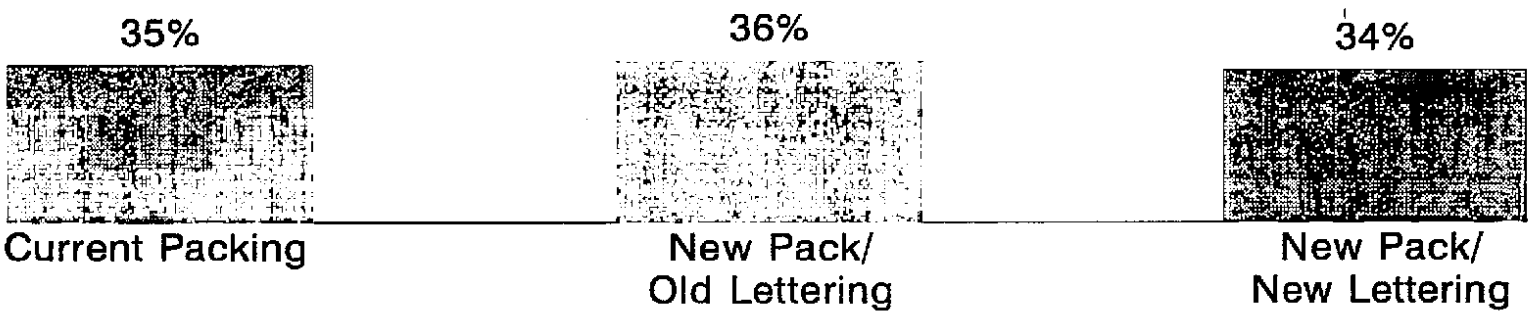
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OVERALL OPINION OF PACKS

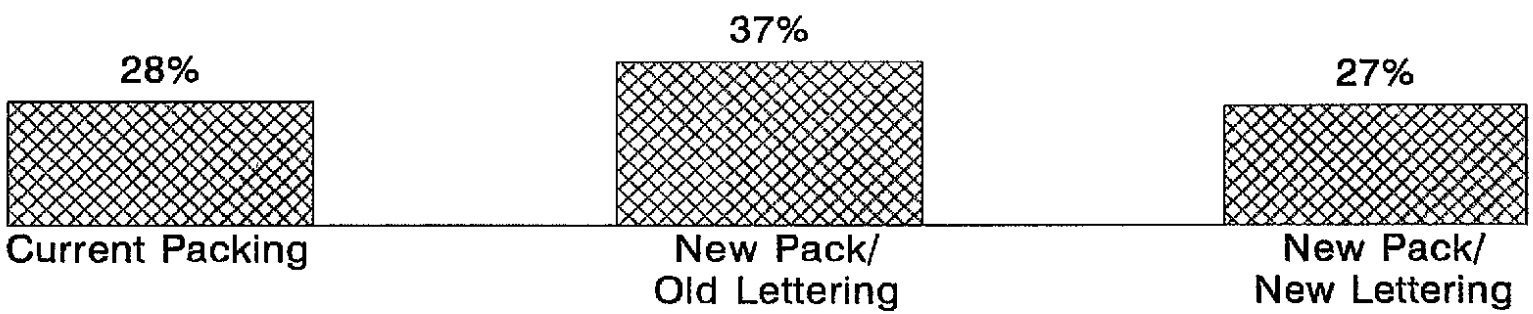
35 - 64

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454836

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON PACK DIMENSIONS

Total

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	221					235				
	%	%	%	%	%	%	%	%	%	%
Has the blue rectangular design in the center I like the best	44	43	25	1	2	29	47	34	4	1
Has the lettering style I like the best	42	42	20	1	-	41	44	20	1	*
Has the crest I like the best	33	50	32	1	2	26	51	38	3	2

*Less than 0.5%.

2071454837

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON PACK DIMENSIONS

Male

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	110					94				
	%	%	%	%	%	%	%	%	%	%
Has the blue rectangular design in the center I like the best	44	38	23	-	3	30	44	30	7	1
Has the lettering style I like the best	44	36	23	-	-	44	46	16	2	-
Has the crest I like the best	32	49	28	1	2	27	54	34	4	2

2071454838

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON PACK DIMENSIONS

Female

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	111					141				
	%	%	%	%	%	%	%	%	%	%
Has the blue rectangular design in the center I like the best	44	46	26	1	2	28	49	39	1	1
Has the lettering style I like the best	40	45	18	1	-	38	42	25	1	1
Has the crest I like the best	34	51	35	1	3	26	48	43	2	3

2071454839

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON PACK DIMENSIONS

18 - 34

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	137					108				
	%	%	%	%	%	%	%	%	%	%
Has the blue rectangular design in the center I like the best	46	40	20	-	1	34	48	31	2	1
Has the lettering style I like the best	48	37	17	-	-	48	41	18	-	-
Has the crest I like the best	37	44	30	1	1	29	47	42	2	3

2071454840

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON PACK DIMENSIONS

35 - 64

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	84					127				
	%	%	%	%	%	%	%	%	%	%
Has the blue rectangular design in the center I like the best	42	45	30	1	2	23	45	38	7	1
Has the lettering style I like the best	37	46	22	1	-	32	48	23	3	1
Has the crest I like the best	29	56	33	1	3	23	56	33	4	2

2071454841

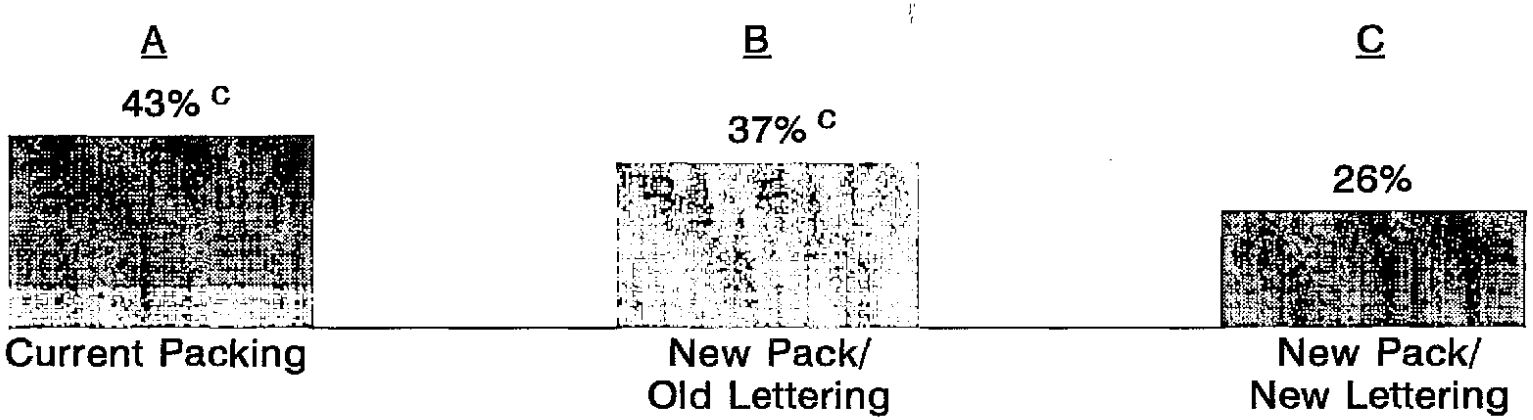
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE STYLE OF THE LETTERING

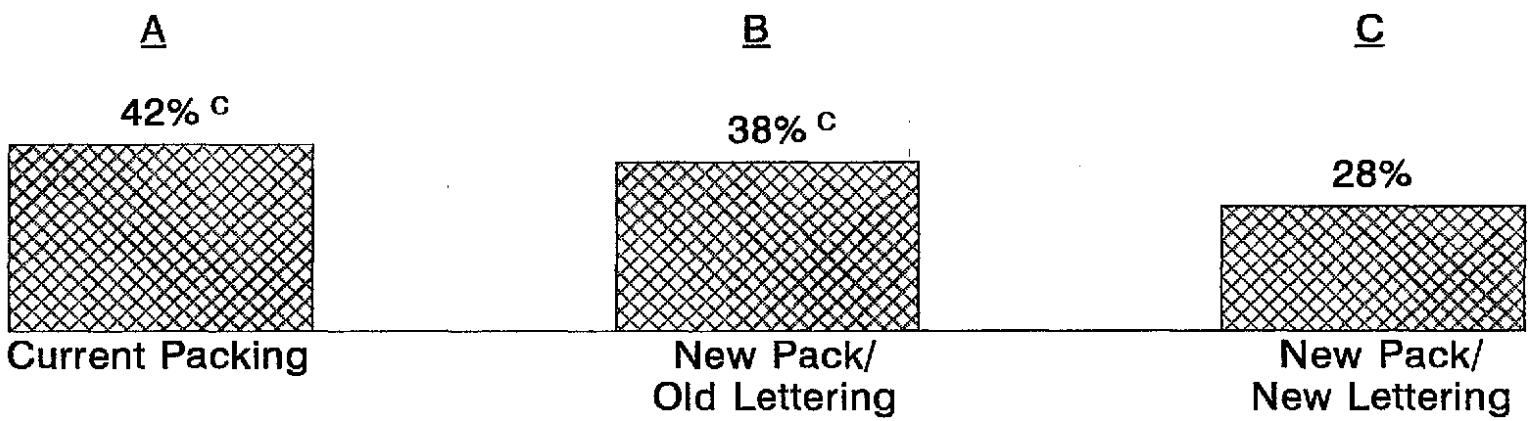
Total

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454842

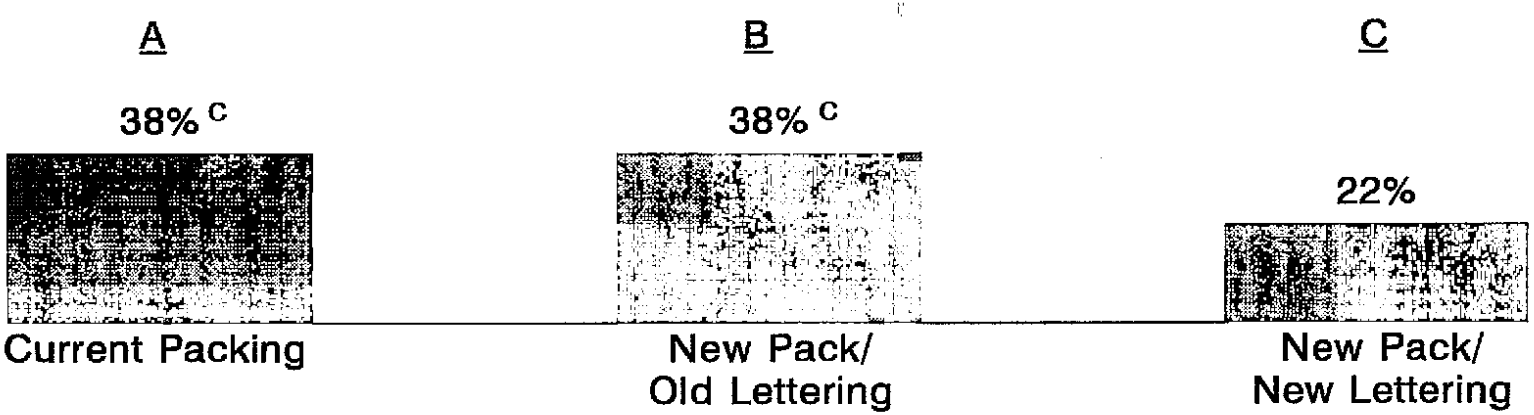
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE STYLE OF THE LETTERING

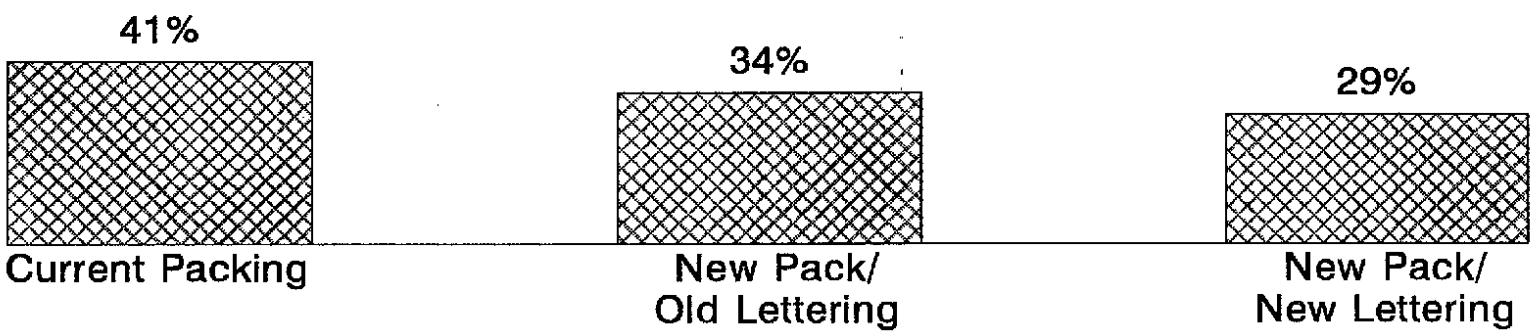
Male

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454843

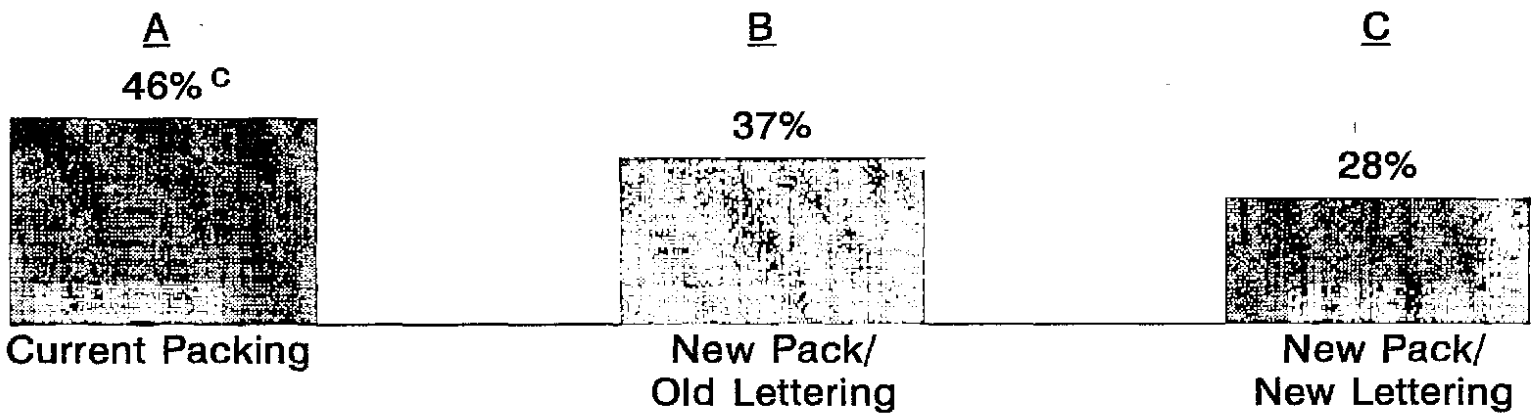
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE STYLE OF THE LETTERING

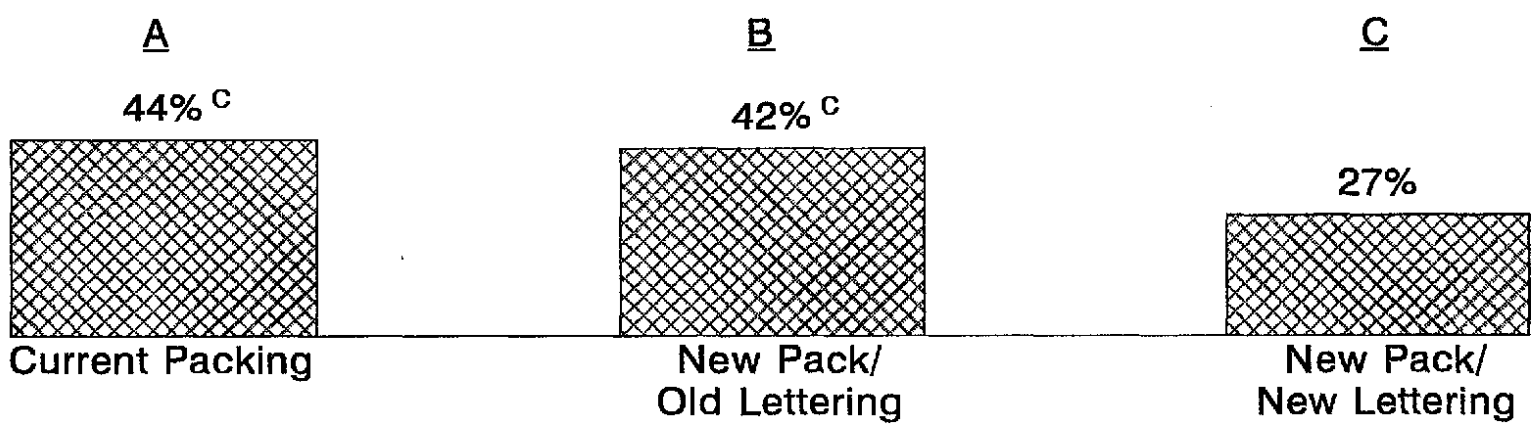
Female

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454844

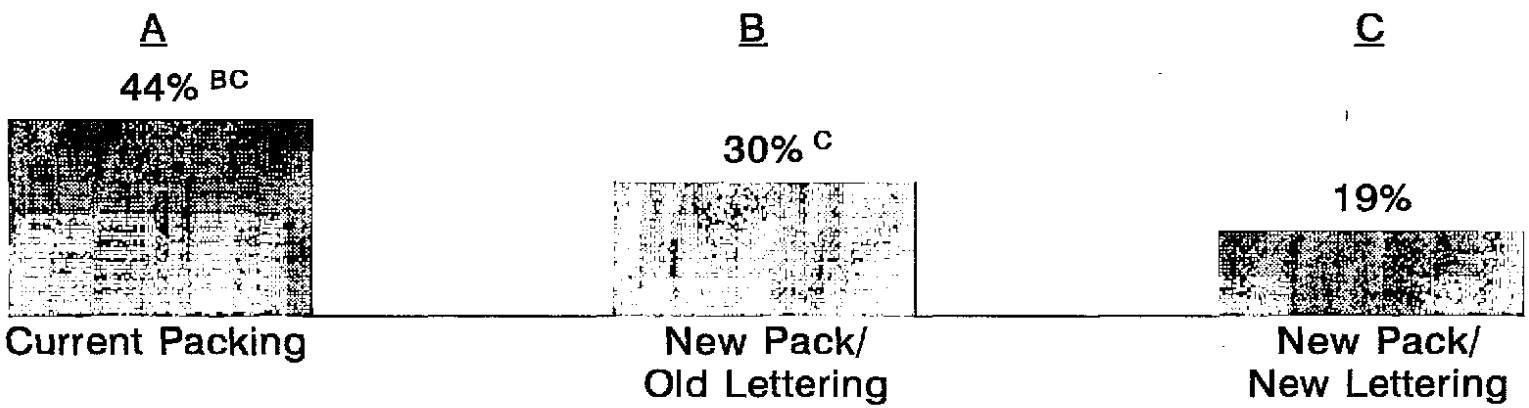
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE STYLE OF THE LETTERING

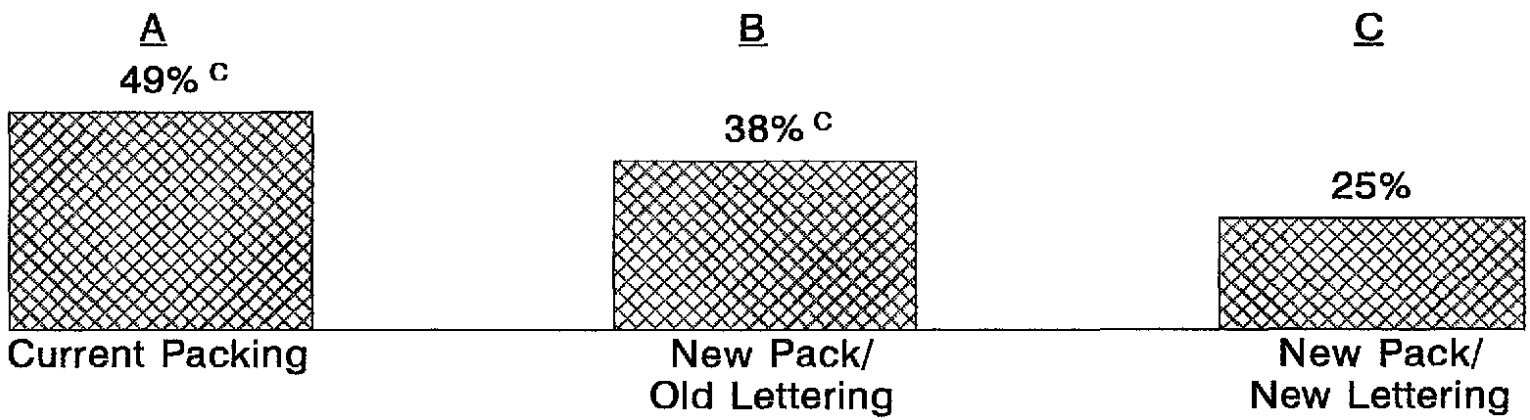
18 - 34

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454845

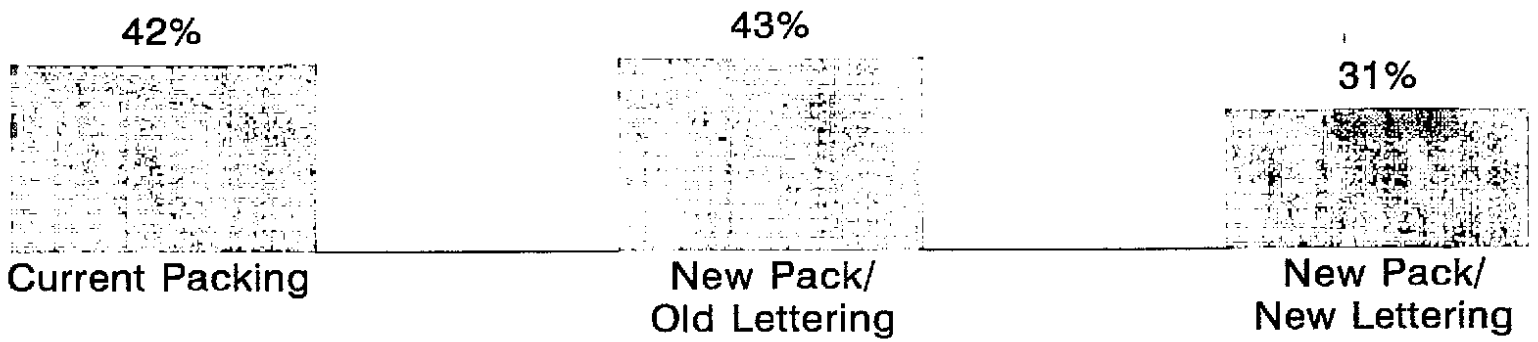
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE STYLE OF THE LETTERING

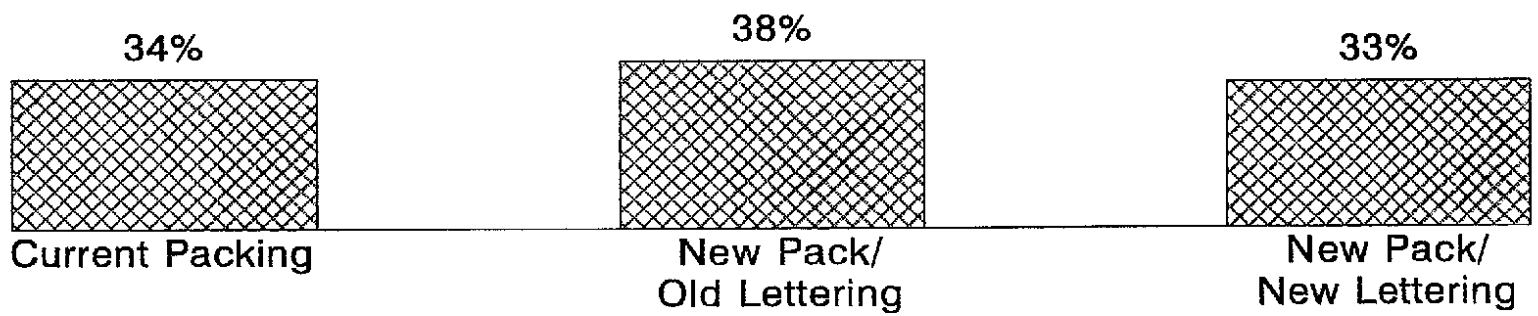
35 - 64

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454846

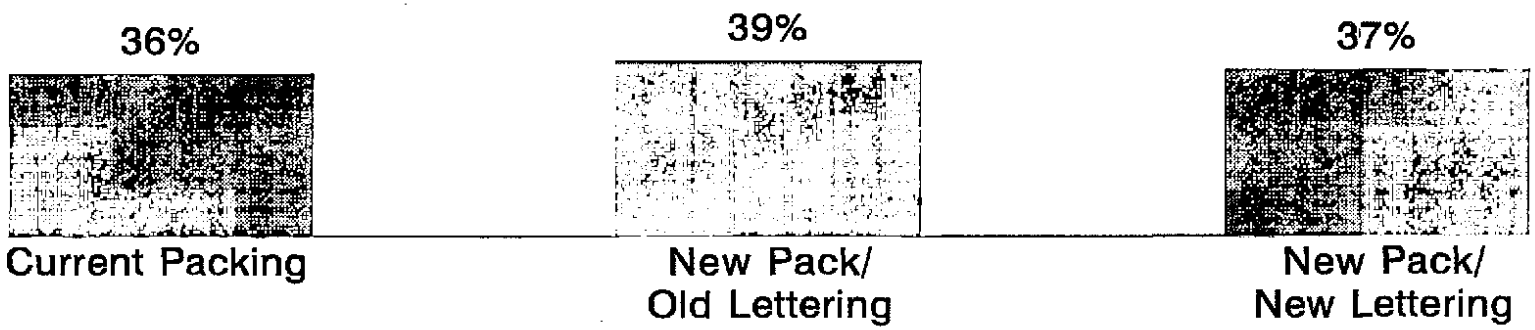
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF CREST

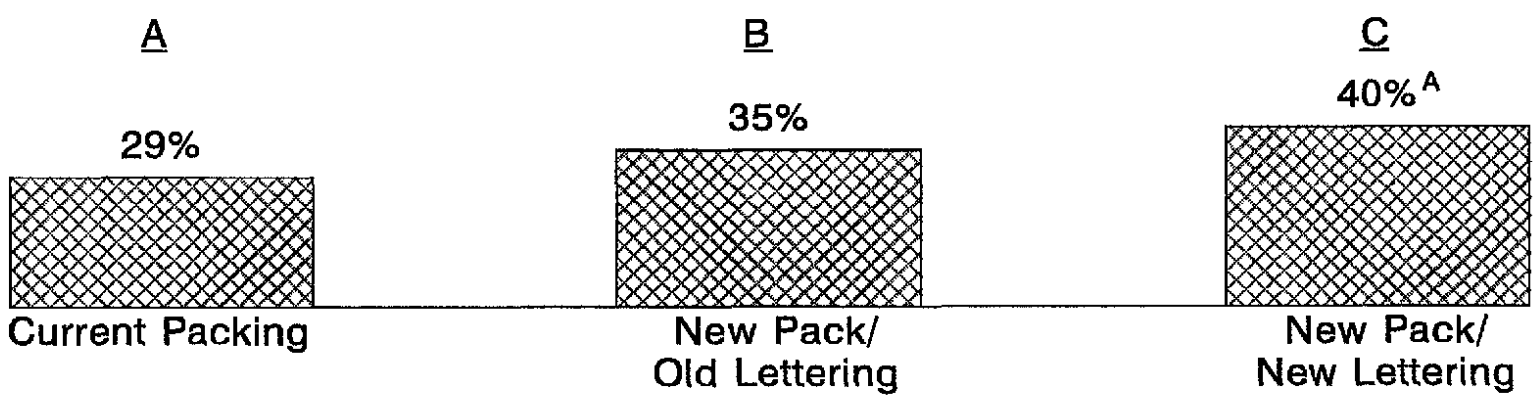
Total

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454847

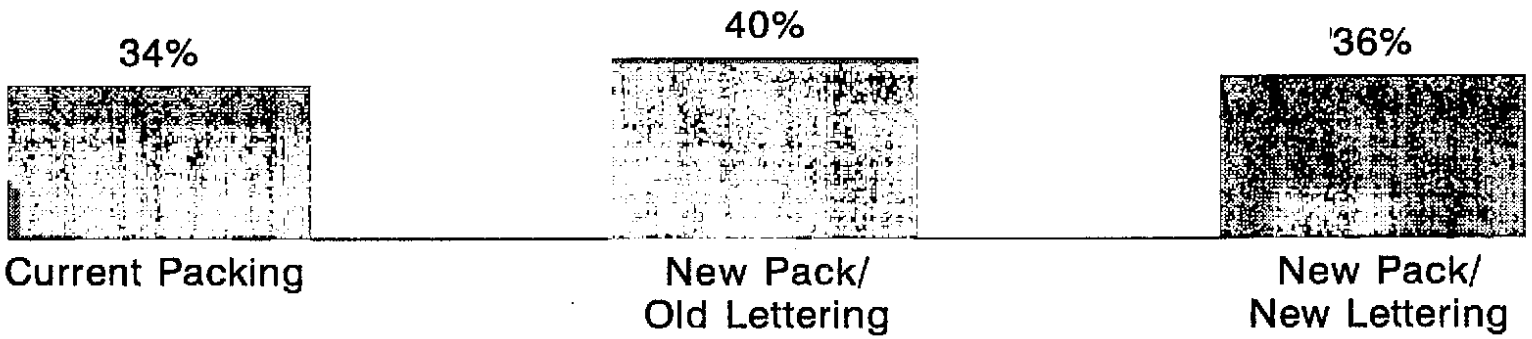
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF CREST

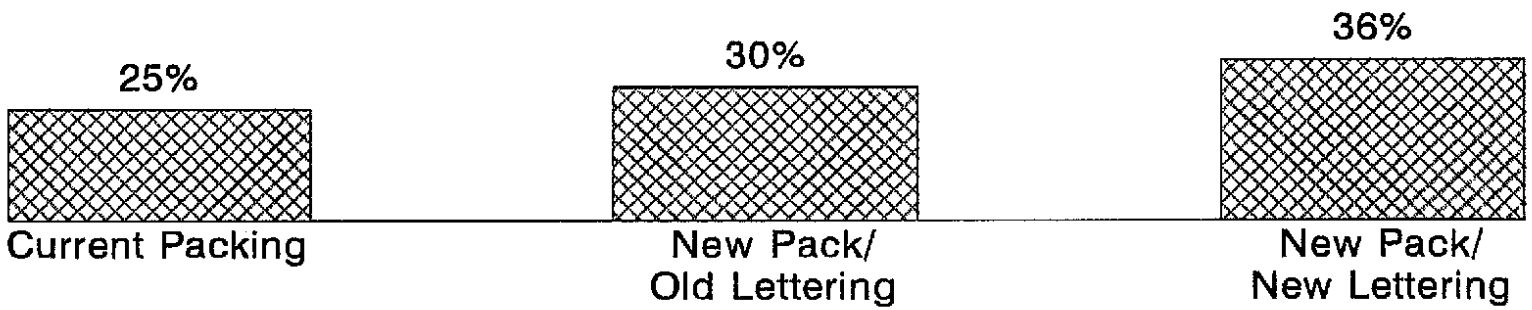
Male

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454848

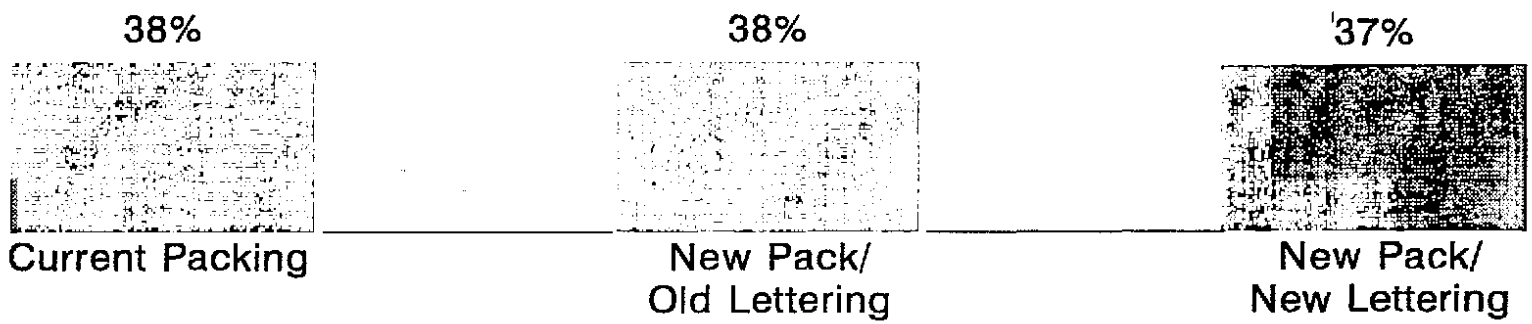
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF CREST

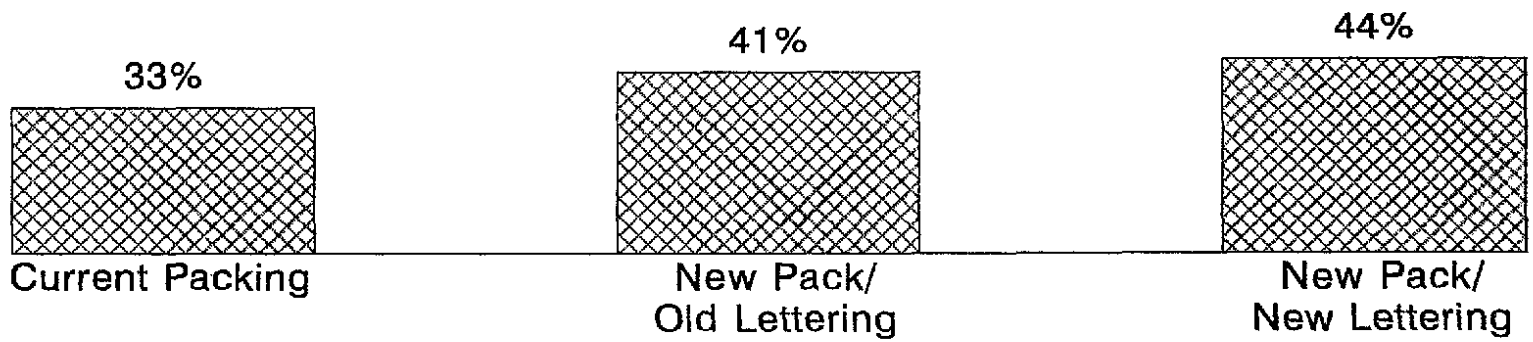
Female

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454849

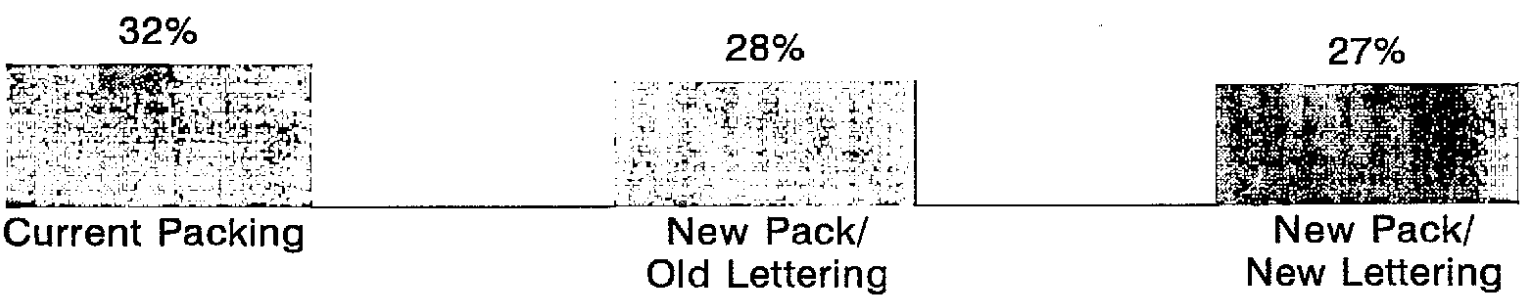
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF CREST

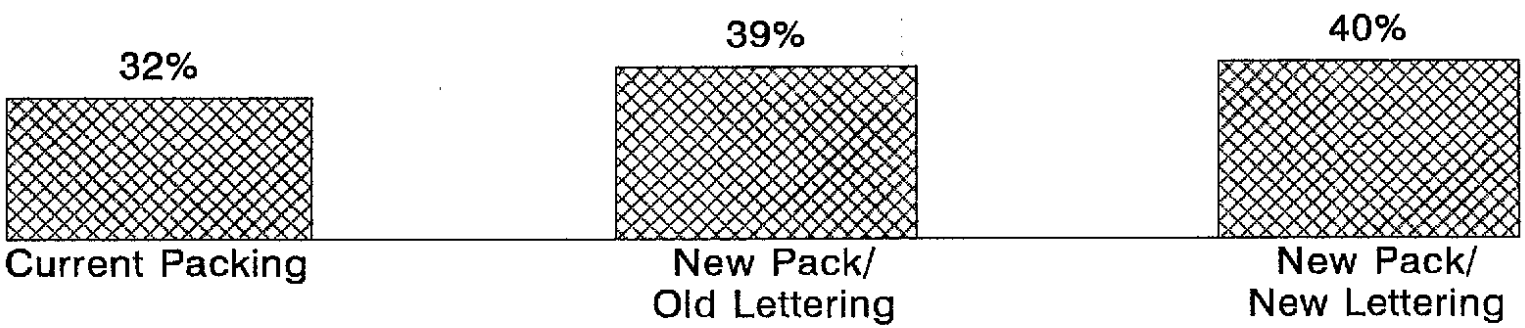
18 - 34

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454850

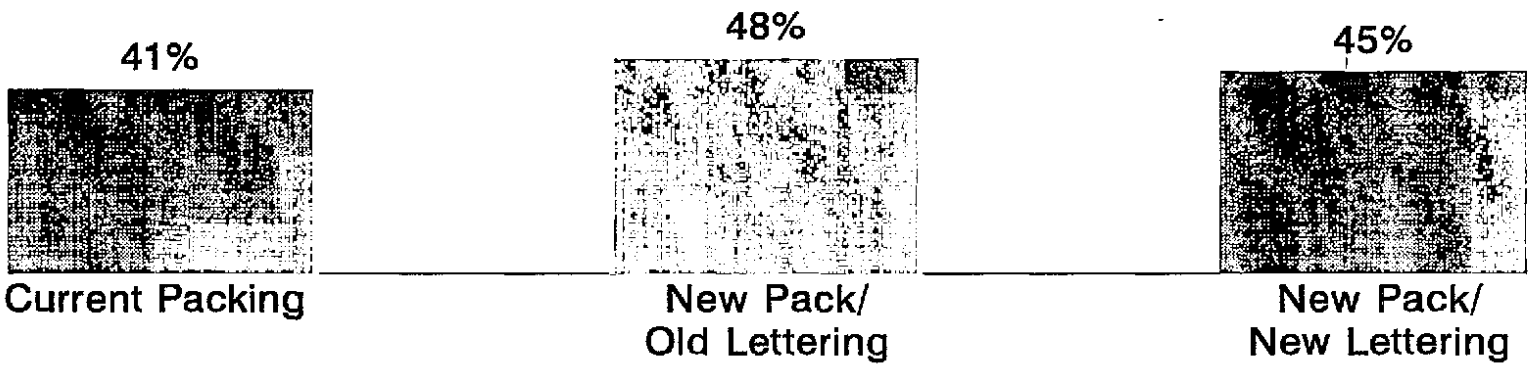
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF CREST

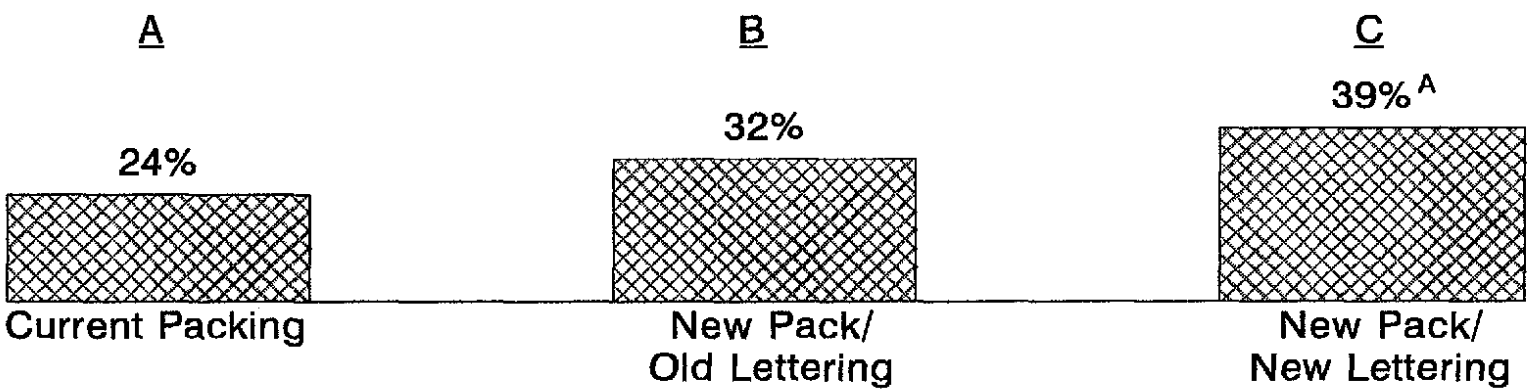
35 - 64

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454851

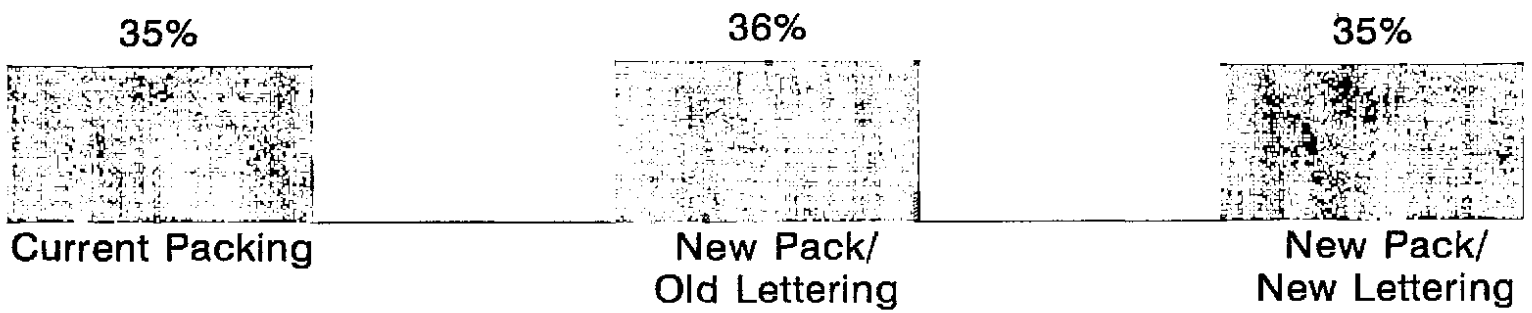
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE BLUE RECTANGULAR DESIGN

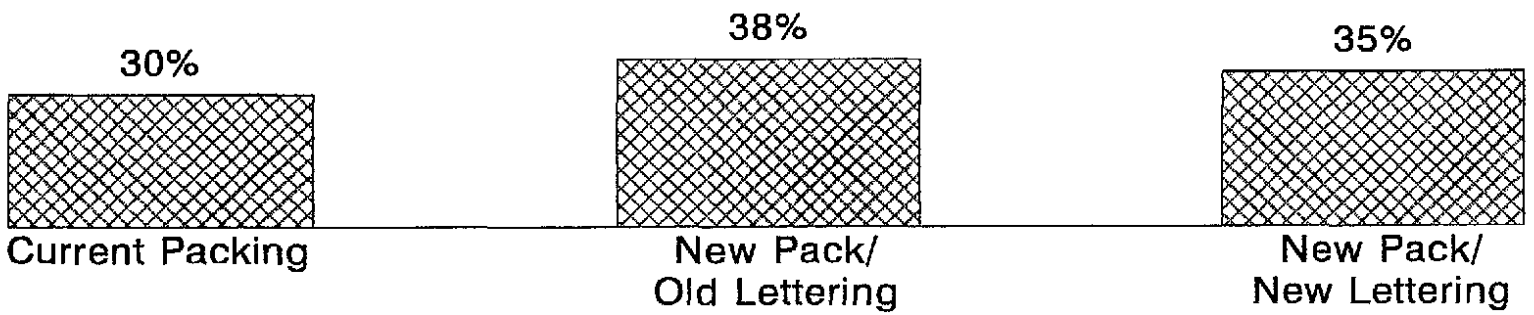
Total

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454852

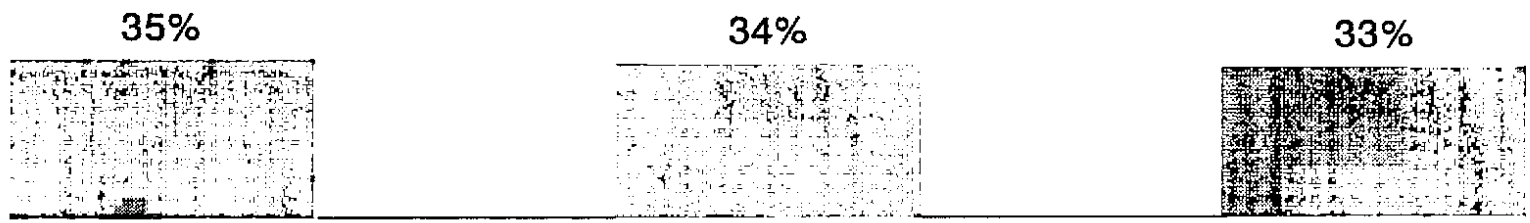
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE BLUE RECTANGULAR DESIGN

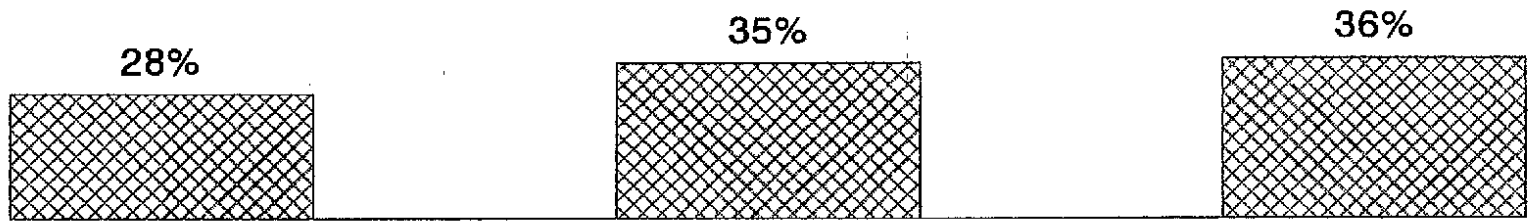
Male

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454853

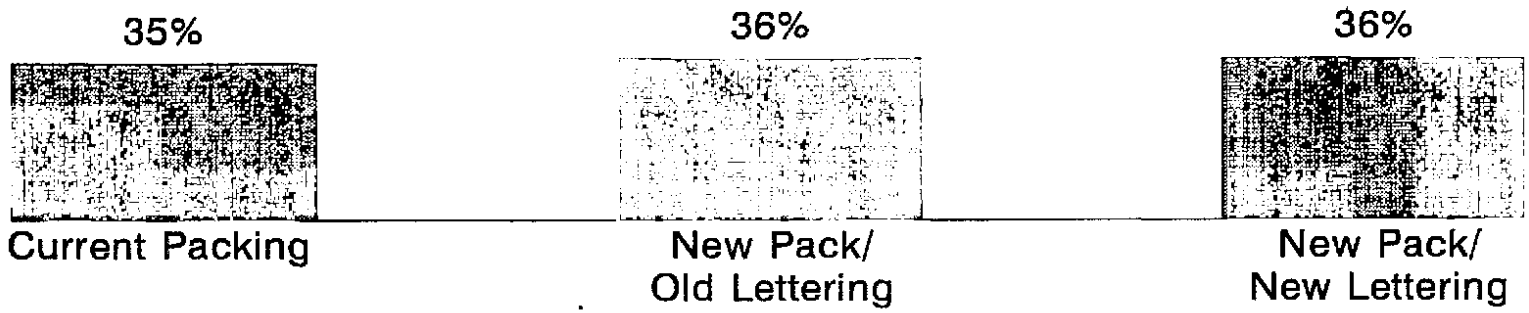
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE BLUE RECTANGULAR DESIGN

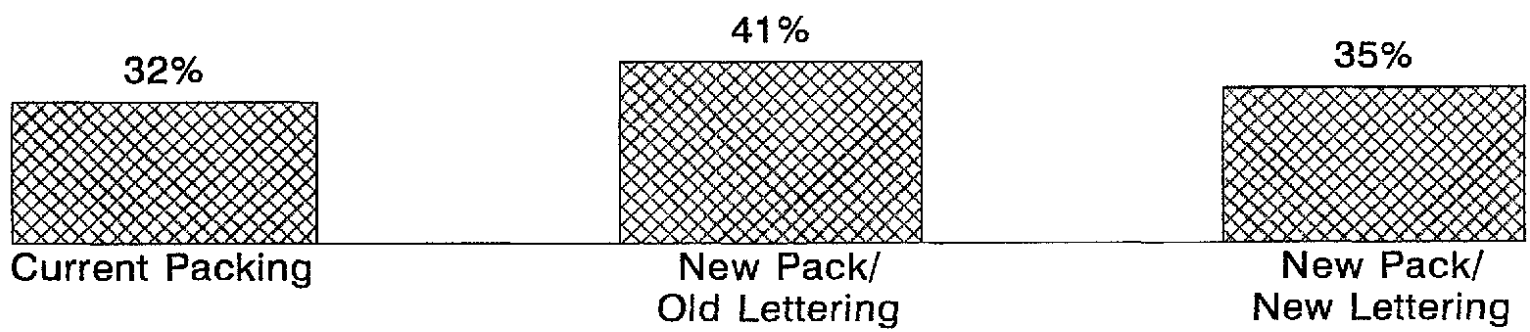
Female

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



2071454854

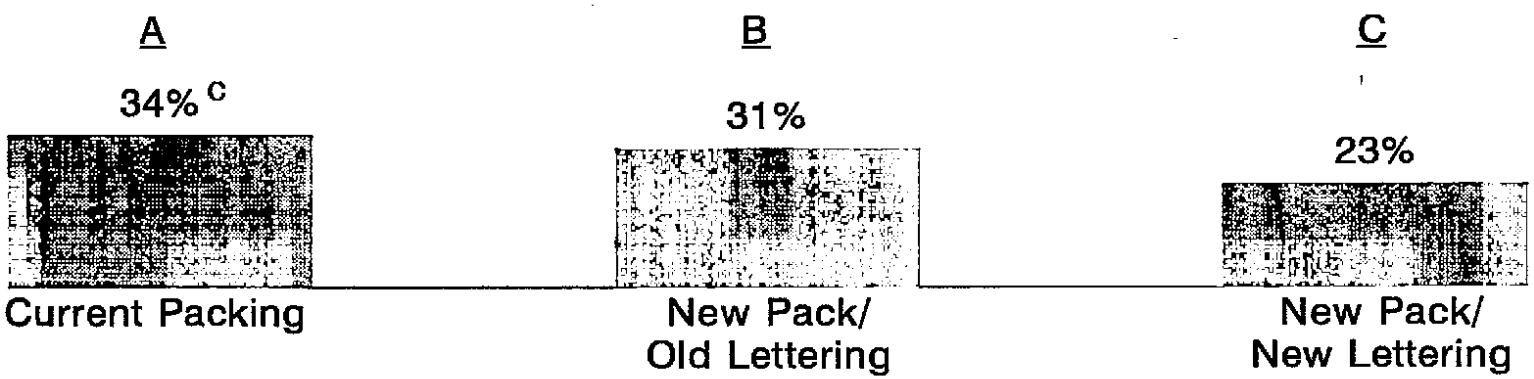
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE BLUE RECTANGULAR DESIGN

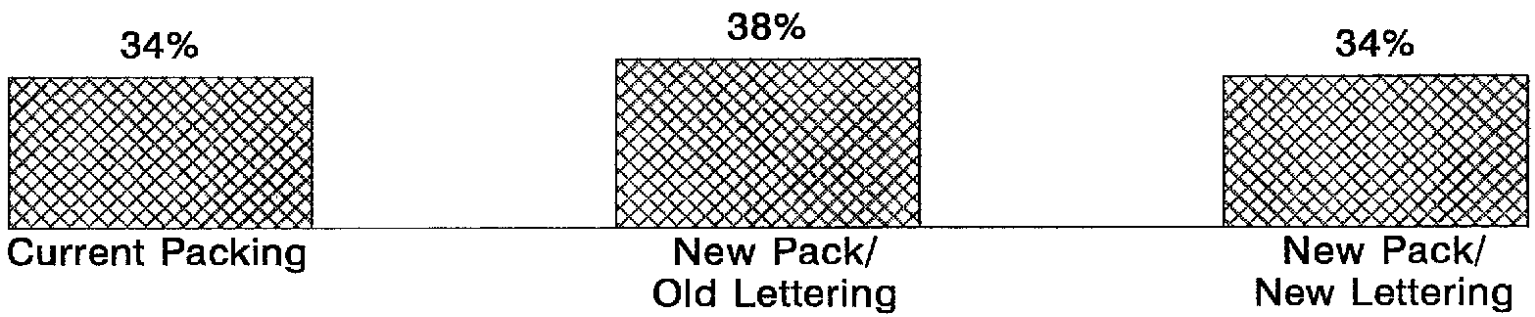
18 - 34

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454855

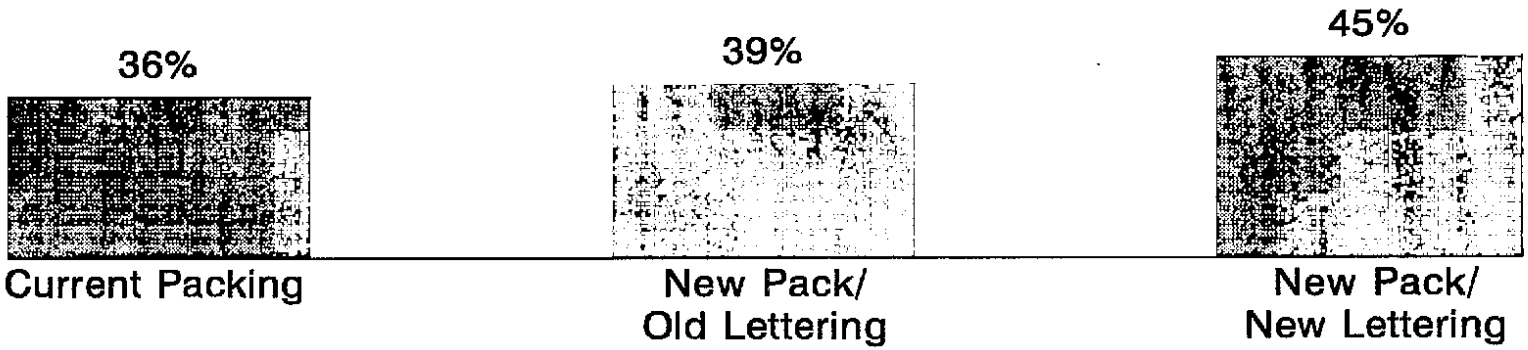
Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

OPINION OF THE BLUE RECTANGULAR DESIGN

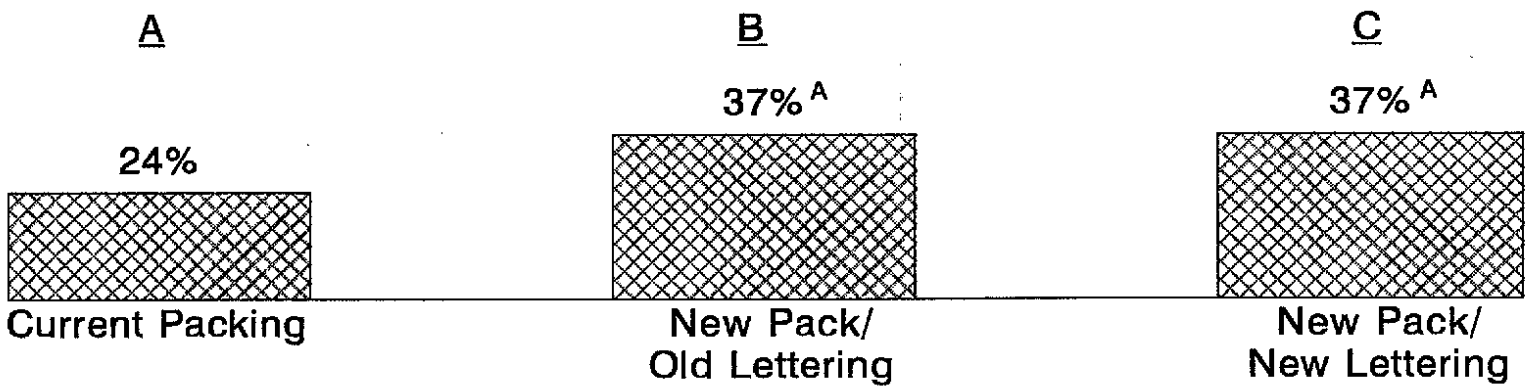
35 - 64

(% "Like It Very Much")

PARLIAMENT SMOKERS



COMPETITIVE SMOKERS



Columns Tested: A/B, A/C, B/C at the 95% confidence level.

2071454856

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

Total

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	221					235				
	%	%	%	%	%	%	%	%	%	%
Traditional	46	12	22	11	9	34	19	26	12	13
Established	45	21	17	13	9	34	22	19	17	11
Old-fashioned	39	13	17	6	27	39	15	21	5	24
Boring/dull	38	14	29	3	23	43	12	28	4	19
Classy looking	37	42	19	5	5	33	45	21	7	4
High quality	36	33	17	11	9	26	28	17	18	14
Classic	35	27	21	12	11	32	28	18	10	15
Eye-catching	34	46	23	5	2	27	48	27	5	4
Stylish	34	35	18	9	9	28	36	22	10	12
Fits my personality	33	27	16	7	19	25	35	18	6	21
Ordinary looking	33	17	31	7	18	34	14	34	13	12
Masculine	32	13	14	6	38	34	12	16	6	34
Unattractive	31	17	24	3	32	39	14	27	1	23
Expensive	30	26	12	9	27	22	27	17	11	27
Elegant	29	31	16	6	21	18	33	19	7	26
Contemporary	28	30	18	10	17	24	25	25	9	19
Cheap looking	27	14	29	3	33	29	13	30	4	28
Unique	25	28	15	10	26	27	30	18	8	22
Modern	20	37	28	9	16	23	33	21	11	19
Trendy	20	33	19	8	25	17	32	23	8	27
Innovative	18	31	17	11	25	14	29	21	7	33
For young adults	16	22	27	16	25	16	24	22	17	27
Feminine	8	33	24	12	34	12	36	21	6	32

2071454857

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

Male

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	110					94				
	%	%	%	%	%	%	%	%	%	%
Traditional	41	18	26	7	10	32	20	22	11	18
Established	43	23	17	16	7	36	23	19	14	10
Old-fashioned	39	14	19	8	22	35	17	22	6	24
Boring/dull	39	15	28	2	23	41	11	29	7	16
Classy looking	37	44	19	6	1	35	43	21	7	5
High quality	37	34	19	10	6	28	24	15	21	14
Classic	39	26	28	10	6	29	28	23	12	12
Eye-catching	32	43	26	6	-	28	45	26	6	3
Stylish	35	39	18	11	6	32	33	18	9	12
Fits my personality	36	29	16	7	14	28	29	16	5	25
Ordinary looking	31	20	32	8	16	30	11	38	17	9
Masculine	32	17	15	7	31	29	15	16	7	36
Unattractive	34	14	27	1	32	39	11	29	2	22
Expensive	30	24	14	8	28	26	22	15	13	29
Elegant	31	32	20	7	13	17	32	19	7	27
Contemporary	31	34	18	8	13	22	24	28	9	20
Cheap looking	27	12	33	2	33	27	16	31	6	24
Unique	30	28	18	11	16	31	30	16	7	22
Modern	23	34	30	10	11	28	28	15	12	19
Trendy	24	30	19	7	24	16	31	20	7	31
Innovative	17	30	18	13	23	12	32	20	5	35
For young adults	16	26	30	13	22	15	21	17	18	33
Feminine	6	21	28	16	35	9	36	19	6	36

2071454858

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

Female

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	111					141				
	%	%	%	%	%	%	%	%	%	%
Traditional	50	9	20	14	9	37	17	30	13	8
Established	46	21	16	11	10	31	20	18	21	13
Old-fashioned	39	13	16	5	31	44	13	20	3	25
Boring/dull	37	13	30	4	23	46	13	26	1	22
Classy looking	37	41	19	5	8	30	48	22	6	3
High quality	36	32	15	12	11	23	32	20	15	13
Classic	33	27	17	13	14	34	28	13	8	19
Eye-catching	35	48	21	4	4	25	52	29	3	5
Stylish	33	33	18	7	11	23	40	27	11	12
Fits my personality	32	26	16	7	23	22	43	20	6	17
Ordinary looking	35	15	30	7	20	39	19	29	7	15
Masculine	32	10	13	5	43	41	7	15	5	33
Unattractive	30	19	22	5	32	39	17	25	1	24
Expensive	30	27	11	10	25	18	33	19	10	25
Elegant	28	29	14	5	27	20	34	19	7	25
Contemporary	26	28	18	12	19	26	27	23	10	18
Cheap looking	27	15	27	3	33	32	9	29	1	33
Unique	22	28	13	9	32	22	31	19	9	23
Modern	18	39	26	9	20	16	39	27	10	18
Trendy	17	34	20	9	26	19	34	26	8	23
Innovative	19	31	17	11	26	15	26	22	9	31
For young adults	16	20	25	18	28	16	28	27	15	20
Feminine	9	41	21	10	33	15	36	24	6	28

2071454859

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

18 - 34

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	137					108				
	%	%	%	%	%	%	%	%	%	%
Traditional	39	14	25	9	14	29	20	26	11	17
Established	41	21	13	15	12	34	19	17	18	15
Old-fashioned	33	19	17	7	28	33	17	30	5	20
Boring/dull	34	13	31	4	24	43	14	31	4	16
Classy looking	39	40	17	7	5	37	43	19	6	6
High quality	39	28	17	9	12	24	33	18	11	17
Classic	33	23	20	9	17	30	30	18	7	20
Eye-catching	37	42	20	5	1	31	50	26	2	5
Stylish	34	31	16	7	14	29	37	21	8	14
Fits my personality	37	24	14	5	23	28	36	17	3	23
Ordinary looking	28	20	33	7	17	35	15	37	12	7
Masculine	36	12	11	6	36	34	11	17	7	32
Unattractive	30	20	32	3	24	30	16	33	2	23
Expensive	31	25	11	7	29	23	29	16	8	26
Elegant	29	33	13	6	22	18	30	21	7	27
Contemporary	26	29	17	9	20	29	20	23	10	21
Cheap looking	26	18	35	4	25	26	10	40	6	20
Unique	31	26	19	7	21	30	29	19	5	24
Modern	23	32	18	7	23	26	33	19	9	18
Trendy	21	24	22	7	28	18	33	22	8	27
Innovative	19	29	18	11	25	15	28	23	7	31
For young adults	20	23	27	11	27	17	26	26	12	24
Feminine	11	32	17	10	35	12	38	21	5	31

2071454860

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

35 - 64

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	84					127				
	%	%	%	%	%	%	%	%	%	%
Traditional	53	12	20	12	6	41	16	26	13	7
Established	47	21	20	12	6	34	25	20	17	7
Old-fashioned	45	8	18	6	27	46	13	11	4	30
Boring/dull	41	14	27	3	22	44	9	24	5	22
Classy looking	35	45	21	4	6	27	48	25	8	2
High quality	34	37	16	13	6	28	21	16	27	9
Classic	37	30	22	15	5	34	26	19	14	9
Eye-catching	30	50	26	4	3	21	46	29	9	3
Stylish	34	39	19	10	4	26	36	24	12	9
Fits my personality	30	30	18	9	16	22	35	19	9	18
Ordinary looking	38	15	29	7	19	33	14	30	13	18
Masculine	29	14	16	5	40	34	12	13	5	37
Unattractive	32	14	17	4	39	51	11	20	1	23
Expensive	29	26	13	11	24	21	24	18	15	28
Elegant	30	29	20	6	21	18	37	17	7	26
Contemporary	30	31	20	11	14	17	31	28	8	18
Cheap looking	28	10	24	2	41	33	16	18	-	38
Unique	20	30	12	12	30	23	32	15	11	20
Modern	18	41	36	12	10	18	33	23	13	19
Trendy	18	40	17	9	23	16	32	23	7	26
Innovative	18	32	17	12	25	12	31	18	6	35
For young adults	13	22	27	21	24	13	22	16	23	31
Feminine	6	33	30	14	33	12	34	21	8	33

2071454861

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

EVALUATIONS OF CIGARETTES IN PARLIAMENT PACKS

Total

	PARLIAMENT SMOKERS					COMPETITIVE SMOKERS				
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	All	None
N =	221					235				
	%	%	%	%	%	%	%	%	%	%
Strong	35	7	8	7	45	46	7	7	3	40
Satisfying	23	23	16	39	6	26	26	21	26	11
Flavorful	23	21	16	36	11	24	29	19	25	14
Smooth	19	26	20	35	9	16	28	32	27	11
Light	11	27	30	41	3	11	28	36	37	5

2071454862

Source: https://www.industrydocuments.ucsf.edu/docs/kgdm0004

REASONS FOR RANKING PACK FIRST

Total

	PARLIAMENT SMOKERS			COMPETITIVE SMOKERS		
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering
N =	221			235		
	%	%	%	%	%	%
RANKED PACK FIRST	41	42	17	36	46	18
Lettering (Net)	22	26	12	23	32	12
Lettering outlined with gold/silver	8	-	-	6	-	-
Like the lettering	4	7	5	5	13	6
Lettering eye-catching	4	6	2	6	7	2
Lettering fancier/classier	3	3	*	2	4	1
Lettering bigger	2	6	*	2	5	1
Like the style of lettering	2	3	1	2	4	1
Like the color of the lettering	*	1	*	3	1	*
Lettering easier to read	-	3	1	2	2	2
Color Of Pack (Net)	16	17	5	15	14	7
Pack colors darker	6	*	-	3	-	*
Like the colors	4	3	2	4	3	3
Like the shades of blue	4	1	*	3	1	2
Pack colors eye-catching	3	2	*	1	1	1
Pack colors brighter/bolder	1	9	1	2	7	2
Pack colors lighter/more subdued	*	2	1	2	3	*
Colors complement/blend well together	*	1	-	3	-	-

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REASONS FOR RANKING PACK FIRST (CONT'D)

Total

	PARLIAMENT SMOKERS			COMPETITIVE SMOKERS		
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering
N =	221			235		
	%	%	%	%	%	%
Lines On Pack (Net)	11	11	3	8	9	2
No white line going through center	10	-	-	8	-	-
White line going through center	-	7	3	-	5	1
White line makes it eye-catching	-	4	*	-	3	1
Crest/Emblem (Net)	7	10	4	11	16	6
Like the crest better	3	4	2	6	7	3
Like the crest without red	2	-	-	3	-	-
Like the red in the crest	-	3	1	-	5	1
Crest more prominent	-	2	1	*	5	1
Overall Pack (Net)	7	9	6	7	9	3
Pack is simple	3	-	1	2	-	-
Pack is eye-catching	1	3	2	2	2	2
Pack is classier/elegant looking	1	3	1	-	1	*
Pack is attractive	1	1	1	1	3	-
All Other Comments						
Pack is more familiar/like the one I always buy	7	-	-	1	-	-

*Less than 0.5%.

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REASONS FOR RANKING PACK LAST

Total

	PARLIAMENT SMOKERS			COMPETITIVE SMOKERS		
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering
N =	221			235		
	%	%	%	%	%	%
RANKED LAST	47	17	36	44	14	42
Overall Pack (Net)	22	5	11	19	5	14
Pack too simple	17	2	7	15	1	9
Pack too old-fashioned	6	1	1	1	-	1
Pack not eye-catching	4	-	*	5	1	3
Color Of Pack (Net)	20	4	9	19	2	6
Pack colors too dark	16	*	1	15	-	*
Pack colors are dull	5	2	3	6	-	3
Pack colors not eye-catching	1	1	*	3	1	1
Pack colors too light	-	1	5	-	1	1
Lettering (Net)	11	8	22	7	7	24
Lettering too small	3	-	1	*	1	3
Lettering not easy to read	3	-	-	1	-	-
Lettering not eye-catching	2	-	3	1	1	3
Dislike lettering	1	3	3	3	3	3
Dislike style of lettering	1	2	2	-	*	3
Lettering too plain	*	1	14	1	1	14

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REASONS FOR RANKING PACK LAST (CONT'D)

Total

	PARLIAMENT SMOKERS			COMPETITIVE SMOKERS		
	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering	Current Packing	New Pack/ Old Lettering	New Pack/ New Lettering
N =	221			235		
	%	%	%	%	%	%
Crest/Emblem (Net)	9	2	4	12	1	3
Doesn't have red in the crest	5	-	-	6	-	-
Crest doesn't stand out	3	-	*	3	-	1
Dislike the red in the crest	-	*	3	-	*	2
Lines On Pack (Net)	8	3	7	5	1	5
Doesn't have white line going through center	8	-	-	5	-	-
Dislike white line going through center	-	3	7	-	1	5
All Other Comments						
No reason/had to pick one	1	1	*	4	1	1

*Less than 0.5%.

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